



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
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A STUDY OF PSYCHOLOGICAL INFLUENCES ON WOMEN ENTREPRENEURSHIP IN MADURAI CITY

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Abstract

Women entrepreneurship plays an important role in economic growth and social empowerment in India, especially in semi-urban areas like Madurai. However, psychological factors such as self-confidence, fear of failure, emotional resilience, work-life stress, and societal expectations significantly influence women's entrepreneurial performance and sustainability.

This study analyzes the psychological influences among 100 women entrepreneurs in Madurai using a descriptive-analytical approach. The findings show moderate confidence levels, fear of failure as a common barrier, strong family support as a motivating factor, and resilience developed through past experiences. Work-life balance stress and societal judgment remain challenges, while mentorship, skill development, role models, and financial independence enhance confidence and growth.

Keywords: Women entrepreneurship, psychological factors, self-confidence, fear of failure, resilience, Madurai, work-life balance.

Introduction

In recent decades, women have increasingly entered entrepreneurship worldwide, contributing to innovation, employment, and economic development. In India – and particularly in traditional cities like Madurai – women entrepreneurs face unique psychological challenges shaped by cultural norms, family roles, gender bias, and limited access to resources. Psychological traits such as self-efficacy, resilience, risk tolerance, motivation, and fear of failure play a central role in women's entrepreneurial intentions, decision-making, and business sustainability. These internal factors interact with external pressures (societal expectations,



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work-life balance demands) to influence outcomes.

This study explores how psychological dimensions affect women entrepreneurs in Madurai, an emerging SME hub in Tamil Nadu, where cultural values and family structures strongly shape behaviour.

Statement of the Problem

Women entrepreneurship has emerged as an important component of regional economic development in Madurai. Women are actively participating in various sectors such as small-scale manufacturing, retail trade, tailoring, food processing, handicrafts, beauty services, and other micro and small enterprises. Despite this increasing participation, many women-owned enterprises experience slow growth, operational instability, and high rates of discontinuance.

Existing research largely emphasizes external barriers such as inadequate financial support, limited access to credit facilities, lack of infrastructure, marketing difficulties, competition, and socio-cultural restrictions. While these factors undoubtedly influence entrepreneurial success, they do not fully explain the variations in performance and sustainability among women entrepreneurs operating under similar external conditions.

Objectives of the Study

- To identify key psychological factors influencing women's decision to become entrepreneurs.
- To examine the relationship between self-confidence and business performance.
- To study motivation, resilience, and fear of failure in sustaining businesses.
- To evaluate gender-specific stressors and their impact on growth.

Methodology

This study adopts a descriptive and analytical research design; primary data were collected from 100 women entrepreneurs in Madurai and nearby areas through a structured questionnaire using convenience sampling across retail, service, and manufacturing sectors, while secondary data were sourced from journals, reports, and prior studies, with analysis conducted using percentages, frequency tables, correlation, and charts.

Tools Used for Analysis:

- Percentage analysis

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Date Analysis

Table 1: Age Group Distribution

Age Group	No. of Respondents	Percentage (%)
18–25	20	20
26–35	35	35
36–45	30	30
46+	15	15
Total	100	100

Interpretation:

Based on Table 4.1, the majority of respondents (35%) belong to the 26–35 age group, followed by 30% in the 36–45 age group. The 18–25 and 46+ age groups represent 20% and 15%, respectively. This indicates a strong representation of middle-aged women entrepreneurs, likely reflecting the active entrepreneurial phase in their careers.

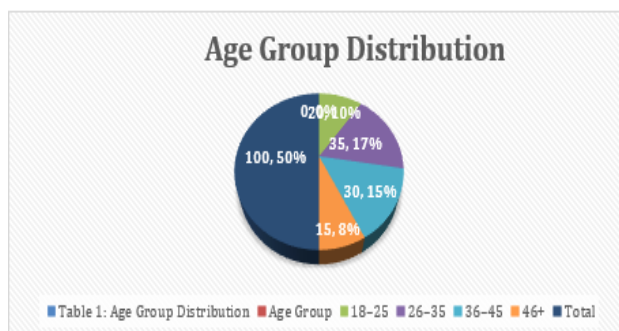


Fig 1: Age Group Distribution

Table 2: Highest Educational Qualification Distribution of Respondents

Educational Qualification	No. of Respondents	Percentage (%)
High School or Below	10	10%
Diploma	20	20%
Bachelor's Degree	45	45%
Master's Degree or Above	25	25%
Total	100	100%

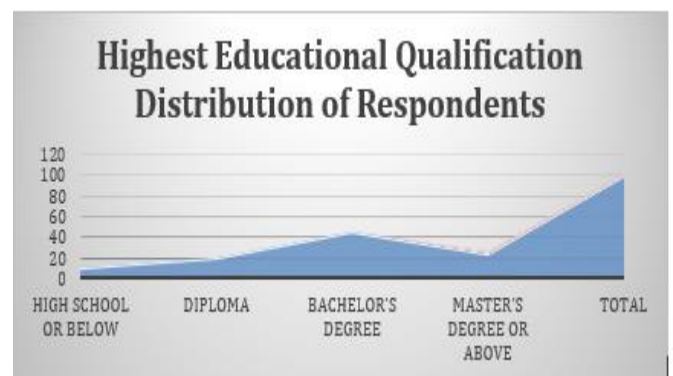


Fig 2: Highest Educational Qualification Distribution of Respondents

Findings

- The majority of respondents (35%) are in the 26–35 age group, followed by 30% in the 36–45 age group, indicating that middle-aged women dominate the entrepreneurial landscape, likely in their most active career phase.
- 40% of respondents have 1–3 years of entrepreneurial experience, and 30% have 4–6 years, suggesting that most



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are relatively new to entrepreneurship, with only 15% having more than 6 years of experience.

- A significant portion (45%) hold a Bachelor's degree, and 25% have a Master's degree or above, reflecting a highly educated sample where education likely supports entrepreneurial pursuits.

Conclusion

Women entrepreneurs in Madurai exhibit strong potential, driven by education, family support, resilience, and optimism. However, psychological barriers – fear of failure, moderate confidence, and work-life stress – persist due to cultural and gender norms. Targeted interventions focusing on psychological empowerment, mentorship, and skill-building can unlock greater success and contribute to inclusive economic growth in the region.

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